

Military Market

MAGAZINE

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COMPARISON OF MILITARY MARKET MAGAZINE VS. EXCHANGE & COMMISSARY NEWS

BPA STATEMENTS

JUNE 1979

To evaluate the advantages of one military trade publication over another, advertising media professionals use one basic criteria, a BPA Statement (Business Publications Audit of Circulation). It defines where, to whom and how a publication is circulated.

In the attached latest BPA Statements for both Military Market Magazine and E&C News, page 2 paragraph 3A, offers information on the where of circulation. Military Market Magazine, unlike E&C News, does not include circulation to Military Sales Representatives and Brokers as qualified since they are not members of the military resale system. E&C News reports 501 copies or 4.6% of their circulation going to Military Representatives and Brokers.

Paragraph 3B of both BPA Statements enclosed, reviews the Qualified Source Breakdown of circulation. Here Military Market Magazine has a 75.3% personal written request from recipient versus only 26.1% for E&C News. Traditionally, professional media opinion will show a better readership of a publication if an individual orders it himself. In paragraph 3C, Military Market Magazine shows 61.7% of our circulation to individuals by name and title versus but 4.0% for E&C News. This is qualitative circulation and is overwhelming evidence that Military Market Magazine is directed specifically to the important people of the military resale

Paragraph 4 of page 3 offers data on qualified or certified circulation by Geographical Breakdown.

Here 80.7% of Military Market Magazine's circulation is concentrated in the United States compared to 62.3% for E&C News. This is particularly significant since MMM circulation matches almost exactly the business and store profile of the military resale system, 80 to 85% in the United States, 15 to 20% overseas. With E&C News delivery of 37.9% of their circulation overseas, the cost efficiency of the advertising dollar in that publication is less effective if product distribution is limited to the U.S. and, or, your sales follow the pattern of commissaries and exchanges. Here, too, MMM's circulation is greater.

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All of this analysis would indicate that Military Market Magazine is also better read than E&C News. In support of this contention is a study conducted by our research department in Washington with a copy enclosed.

Our ability to have almost double the readership of E&C News is, to a great degree, influenced by the fact that we are a marketing magazine edited in the interest of serving only the military customers. Further, these same store managers and buyers are aware that Military Market Magazine is published by the Army Times Publishing Company and together, with Army, Navy and Air Force Times newspapers, we are the major media force in the military market. No other medium covers both consumer and trade in any market as we do.

There are: *

U.S. Exchanges	525
Overseas Exchanges	<u>292</u>
Worldwide Exchanges	817
U.S. Commissaries	260
Overseas Commissaries	<u>133</u>
Worldwide Commissaries	393

* Year end - CY 1978

Military Market Magazine reaches them all including headquarters and regional offices.

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